



FIRST THINGS FIRST

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June 28, 2010

Chairman Lynn and Members of the Board
First Things First
4000 N. Central Avenue, Suite 800
Phoenix, AZ 85012

RE: Southwest Maricopa Regional Partnership FY2011 Communication Plan

Dear Chairman Lynn and Members of the Board,

The Southwest Maricopa Regional Partnership Council is requesting permission to use remaining balance from unused communication dollars in the amount of \$35,000 from FY2010 in order to fully implement all objectives considered for the FY2011 communication plan.

In the development of the FY2011 Regional Funding Plan, the Southwest Maricopa Regional Partnership Council allocated \$50,000 toward communications. Funding was allocated with the intent of engaging in a communications campaign that works in partnership with other Regional Partnership Councils and the First Things First Board to expand public awareness of, and financial and political support for, early childhood development and health efforts in Arizona.

At the June 15, 2010 regular meeting of the Southwest Maricopa Regional Partnership Council, Council Members reviewed communication objectives and tactics provided by the First Things First Communications Department with the intent of establishing a comprehensive FY2011 communication plan. After extensive review and discussion, the Regional Partnership Council approved to go forward with these objectives and tactics. These objectives/tactics include:

Objective One: ensure consistent messaging about FTF internally and externally

- Distribution of FTF leave behinds
- Distribution of branded collateral materials

Objective Two: Position FTF as a leader in efforts to fulfill Arizona's commitment to our youngest kids

- Media Buys including TV, radio, newspaper, grocery carts, floor mats and cooler decals, billboards, theater ads (Market saturation – Collaborative effort w/Maricopa and Phoenix Regions = \$58,000)

Objective Three: Build and drive support from the general public, elected officials and additional target audiences for investment in programs and services for Arizona children five years old and younger

- Hire a Parent Awareness and Community Outreach Liaison (1 FTE to be shared with the Northwest Maricopa Region ; \$25,000 to be funded by the Southwest Maricopa Region)
- Community outreach to recruit and retain early childhood champions in the region

Southwest Maricopa Regional Partnership Council





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Objective Four: Inform Arizona caregivers of children five years and younger about early childhood program and services, in particular FTF statewide initiatives and regionally supported strategies

- Inform the community through various outreach efforts including newsletters, submissions to partner newsletters, sponsor and/or participate in community events
- Conduct media and community outreach on grant awards and success of programs and services

The Southwest Maricopa Regional Partnership Council believes that this investment in the aforementioned objectives will result in increased public awareness of First Things First, and increased public awareness of the importance of investing in early childhood.

Sincerely,

Carlian Dawson, Council Vice Chair
Southwest Maricopa Regional Partnership Council

Southwest Maricopa Regional Partnership Council



FIRST THINGS FIRST

The right system for bright futures

SOUTHWEST MARICOPA REGIONAL PARTNERSHIP COUNCIL **REVISED 2011 FUNDING PLAN SUMMARY**

Regional Allocation 2011: \$ 2,349,711

Carry Forward from 2010: \$ 155,000

Funding Available for Allocation in 2011: \$ 2,504,711

Prioritized Need	Goal Area	Proposed Strategy	Portion of Regional Allocation	Recommendation to the Board
Increase access to services to families and eliminate barriers to provide children and families effective support.	Family Support	Strategy 1 Family Resource Center	\$500,000	Approved January 26,2010
Increase access to quality early care and education.	Quality, Access and Affordability	Strategy 2 Quality First!	\$514,211	Approved January 26,2010
Increase knowledge of early childhood development among those working with children zero through five.	Professional Development	Strategy 3 T.E.A.C.H.	\$50,000	Approved January 26,2010
Increase knowledge of early childhood development among those working with children zero through five provided by friends and family child care providers.	Professional Development	Strategy 4 Family, Friends, Neighbors Professional Development	\$175,000	Approved January 26,2010
Increase knowledge of early childhood development among those working with children zero through five provided by friends and family child care providers.	Professional Development	Strategy 5 Professional Career Pathways Project.	\$76,500	Approved January 26,2010

Increase knowledge of early childhood development among those working with children zero through five provided by friends and family child care providers.	Professional Development	Strategy 6 Professional Development Emergent Leaders	\$54,000	Approved January 26,2010
Coordinate the network of agencies that provide services to children zero through five to increase the impact of these services over the target population, and provide ongoing assessment of the Region's needs and assets.	Coordination	Strategy 7 Coordination	\$55,000	Approved January 26,2010
Increase outreach and enrollment assistance for public health insurance to eligible but not yet enrolled families.	Health	Strategy 8 Health Insurance Outreach/Enrollment:	\$100,000	Approved January 26,2010
Increase access to and utilization of preventive health services and comprehensive development and preventive screenings.	Health	Strategy 9 Developmental Screenings	\$240,000	Approved January 26,2010
Access to preventive dental care.	Health	Strategy 10 Oral Health	\$200,000	Approved January 26,2010
Increase access to services to families and eliminate barriers to provide children and families effective support.	Family Support	Strategy 11 Home Visitation	\$300,000	Approved January 26,2010
Increase community outreach as part of an awareness campaign about early childhood development and health	Communications	Strategy 12 Communication	\$85,000	Recommend Approval
Evaluation		Strategy 13	\$35,000	Not being submitted for approval at this time
		Subtotal of Expenditures	\$2,384,711	
		Fund Balance	\$120,000	
		Grand Total	\$2,504,711	

Summary Financial chart SFY 2010-2012

	SFY 2010	SFY 2011	SFY 2012 ESTIMATED	Total
Revenue				
FTF Total Allocation for the SFY	\$2,281,778	\$2,349,711	\$2,349,711	\$6,981,200
Fund Balance (carry forward from previous SFY)	N/A	\$155,000	\$120,000	
Total Available Funds	\$2,281,778	\$2,504,711	\$2,469,711	
	SFY 2010 OBLIGATED	SFY 2011 PROPOSED	SFY 2012 ESTIMATED	Total
Strategies				
1. Family Resource Centers	\$387,981	\$500,000	\$500,000	\$1,387,981
2. Quality First	\$445,000	\$514,211	\$514,211	\$1,473,422
3. T.E.A.C.H.	\$208,000	\$50,000	\$50,000	\$308,000
4. FFN Professional Development	\$147,000	\$175,000	\$175,000	\$497,000
5. Professional Development PCPP	\$0	\$76,500	\$76,500	\$153,000
6. Professional Development, Emergent Leaders	\$0	\$54,000	\$54,000	\$108,000
7. Coordination	\$55,000	\$55,000	\$55,000	\$165,000
8. Health Insurance Outreach Enrollment	\$120,000	\$100,000	\$100,000	\$320,000
9. Developmental Screenings	\$120,000	\$240,000	\$240,000	\$600,000
10. Oral Health	\$130,000	\$200,000	\$200,000	\$530,000
11. Home Visitation	\$0	\$300,000	\$300,000	\$600,000
12. Emergency Food Boxes	\$10,294	\$0	\$0	\$10,294
13. Emergency Scholarships	\$463,503	\$0	\$0	\$463,503
14. Communication	\$15,000	\$85,000	\$50,000	\$150,000
15. Needs and Assets	\$0	\$0	\$0	\$0
16. Evaluation: Strategy on hold for SFY2011 and 2012	\$25,000	\$35,000	\$35,000	\$95,000
Subtotal Expenditures	\$2,126,778	\$2,384,711	\$2,349,711	\$6,861,200
Fund Balance (carry forward)	\$155,000	\$120,000	\$120,000	
Total	\$2,281,778	\$2,504,711	\$2,469,711	

